

# iSoftBet launches 'In-Game' real-time cross-platform gamification and previews three smash hit slots at ICE 2019

***Scan QR code on official iSoftBet ICE bags at show entrance to be in with a chance of winning latest Bose headphones***

**22<sup>nd</sup> January, 2019:** iSoftBet, the market-leading online and mobile casino software provider, is showcasing a host of new products at ICE 2019 including 'In-Game', its ground breaking real-time, cross-platform gamification layer, plus smash-hit slots that are set to take the market by storm.

In-Game is the latest innovation by iSoftBet adding configurable, real-time, cross-platform gamification tools to its popular suite of games including third-party titles available on its Gaming Aggregation Platform (GAP). Operators across all regulated markets will be able to use this cutting-edge tool to engage and motivate their players and boost loyalty rates.

In-Game allows operators to activate a series of easy-to-use, configurable and automated gamification tools that significantly enhance the player experience. This includes jackpots, leaderboards based on achievements or points, or rewards in the form of cash bonuses or free rounds, across not only any iSoftBet game, but also more than 3,000 slot and table game titles provided by its 50 game partners on the GAP platform.

These tools are among the most advanced and user-friendly in the industry and have the potential to significantly increase player engagement and retention levels.

**Nir Elbaz, CEO at iSoftBet,** said: "In-game is a significant step forward in cross-platform gamification and we're very confident it has the potential to far exceed current industry engagement and retention averages that operators receive as a result of gamification features.

"Currently, the majority of gamification takes place before or after a game is played, and rarely, if ever, during live gameplay. iSoftBet In-game is literally a game-changer for operators. It is cross-platform across any game within our portfolio and across all our third-party suppliers available on GAP, and all in-real time.

"We believe In-Game will have a huge impact, giving players a truly personalised experience, which will, in turn, significantly boost deposits, session times and operator revenues."

## **Smash-hit slots for 2019**

iSoftBet is also giving visitors to the ICE London show the chance to preview a trio of its blockbuster slot games for 2019, including Pinata Fiesta, Vegas High Roller and Merlin's Magic Mirror, all containing the game developer's trademark math models and innovative features that have seen the company's titles consistently appear in the top performing games of so many household brands.

Pinata Fiesta is a 20-line, Mexican party-themed slot that invites players to smash open the pinata to reveal a host of features, including Random Wilds, Mega Symbols, Wild Reels and Switching Symbols.

Trigger the exciting Free Spins bonus round and the pinata features appear even more frequently to offer massive potential winnings.

Vegas High Roller transports players straight to the world-famous Strip with the potential to shoot for the stars and win big. With Free Spins and Cash Chip Spins, the base game will keep players entertained until they have the nerve to enter the High Roller Lounge, where only cash chips are in play and they can win up to 15,000 coins with Super Respins.

The enchanting Merlin's Magic Mirror calls on players to embark on an epic adventure alongside the infamous wizard. Slot fans can expect to experience a series of spell-binding tricks reveal themselves on this magical 20-line slot including Random Wilds, Sticky Symbol Respins and Symbol Swaps – plus an exciting Free Spins round where Merlin's Magic Mirrors sticks for every spin.

***To experience these game-changing products, and to be in with a chance of winning the latest Bose headphones, go to iSoftBet stand number N5-240 at ICE 2019 at the ExCel London between 5<sup>th</sup> and 7<sup>th</sup> February.***